4   providing by said bridge server, in response to said received request, additional

5   content to the client system, in addition to the requested content to be provided to the

6   client system by the network server.

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1   2. (Previously Once Amended) The method of claim 1 wherein said providing comprises

2   providing by said bridge server, additional information regarding said network server to

3   said client system.

1   3. (Previously Once Amended) The method of claim 1, wherein said providing comprises

2   providing by said bridge server said additional content to said client system without

3   altering the substance of the requested content to be provided by said network server.

1   4. (Previously Once Amended) The method of claim 1, further comprising checking by

2   said bridge server whether additional content corresponding to said network server exists.

1   5. Previously Cancelled.

1   6. (Previously Once Amended) The method of claim 1, wherein said additional content

2   comprises an option for making a telephone call.

1   7. (Previously Once Amended) The method of claim 6, wherein said option for making a

2   telephone call is an option allowing a user of the client computer system to make the

3   telephone call without having to provide the destination telephone number by the user.

1   8. (Previously Once Amended) The method of claim 6, wherein said option for making a

2   telephone call is an option allowing a user of the client system to make the telephone call

3   without terminating a current network communication session of the client system.

1   9. (Previously Once Amended) The method of claim 1, wherein the method further

2   comprises automatically establishing and facilitating a voice call to a PSTN handset by

3   the network server in response to a user of the client system selecting the additional

4   content.

1   10. (Previously Once Amended) The method of claim 1, wherein said providing

2   comprises providing an identifier of the additional content to the client system, as

3   opposed to the additional content itself.

1   11. (Previously Once Amended) The method of claim 10, wherein the identifier of the

2   additional content comprises a Uniform Resource Locator (URL) corresponding to the

3   additional content.

1   12. Previously Cancelled.

1   13. (Previously Once Amended) The method of claim 1, further comprising returning by

2   the bridge server to the client system, a marked version of the received request for re-

3   submission by the client system.

1   14. (Previously Once Amended) The method of claim 13, further comprising

2   receiving by the bridge server, the marked version of the request re-submitted by

3   the client system;

4   removing by the bridge server, the marking from the re-submitted request; and

5   forwarding the request to the network server.

1   15. (Previously Once Amended) The method of claim 13, wherein the marked version of

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2 the request comprises a Uniform Resource Locator (URL) corresponding to the request,

3 appended with additional characters identifying the bridge server as the marking bridge

4 server.

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1 16. (Now Twice Amended) The method of claim 1, wherein said providing comprises

2 returning by the bridge server a HyperText Markup Language (HTML) page to the client

3 system, wherein the HTML page includes a marked version of the request for re-

4 submission by the client system.

1 17. (Now Twice Amended) The method of claim 1, wherein said providing comprises

2 returning by said bridge server a HyperText Markup Language (HTML) page to the client

3 system, wherein the HTML page includes an identifier of the additional content for the

4 client system to retrieve the additional content.

1 18. (Now Twice Amended) The method of claim 1, wherein said providing comprises

2 returning a HyperText Markup Language (HTML) page to the client system, wherein the

3 HTML page includes the additional content.

1 19. (Now Twice Amended) A bridge server comprising:

2   control logic operative to receive a request for content from a client system

3 targeting a network server, and to check whether additional content is to be provided to

4 the client system, in addition to the requested content to be provided to the client system

5 by the network server; and

6   content-adding logic, coupled to the control logic, operative to provide the

7 additional content to the client system if the additional content is to be provided.

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1 20. (Previously Once Amended) The bridge server of claim 19, wherein the content-

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2 adding logic provides an identifier of the additional content to the client system, for the

3 client system to retrieve the additional content instead.

1 21. (Previously Once Amended) The bridge server of claim 20, wherein the identifier

2 comprises a Uniform Resource Locators (URL).

1 22. (Previously Once Amended) The bridge server of claim 19, wherein the bridge server

2 further comprises logic operative to automatically establish and facilitate a voice call to a

3 PSTN handset in response to selection of the additional content by a user of the client

4 system.

1 23. (Previously Once Amended) The bridge server of claim 19, wherein the control logic

2 is further operative to mark up the request, return the marked up request to the client

3 system for re-submission, and upon re-receive of the marked up request, remove the

4 marking, then forward the request to the targeted network server.

1 24. (Previously Once Amended) In a bridge server, a method comprising:

2   receiving by the bridge server a request for content from a client system targeting

3 a network server; and

4   marking up by the bridge server the received request and returning the marked up

5 request to the client system for re-submission.

1 25. (Previously Once Amended) The method of claim 24, wherein the method further

2 comprises re-receiving by the bridge server the marked up request from the client system,

3 removing the marking, and forwarding the request to the targeted network server.

1 26. Previously Cancelled.

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1   27. Previously Cancelled.

1   28. Previously Cancelled.

1   29. (Previously Once Amended) A client system comprising:

2   control logic operative to transmit a request that targets a network server and to

3   re-transmit the request in a marked up form, upon receiving return of the request in said

4   marked up form from a bridge server.

1   30. (Previously Once Amended) The client system of claim 29, wherein the control logic

2   is further operative to transmit another request for additional content, upon receipt of an

3   identifier of the additional content from a bridge server provided in response to the first

4   transmission of the request.

1   31. Previously Cancelled.

1   32. Previously Cancelled.